

HOW TO WATCH A PRESIDENTIAL DEBATE: Viewer's Worksheet

Complete this worksheet while you watch and analyze the 2012 presidential debate on October 3, 2012.

	Barack Obama	Mitt Romney
SETTING: Examples of how colors, camera positions, view framing (e.g., close-ups, side view, other angles) favor or hurt the candidate.		
TECHNIQUES OF PERSUASION: Examples of candidates' use of glittering generalities, name-calling, emotional appeals, avoidance, etc. Did these examples help or hurt the candidate?		
FAVORITE PHRASES: Examples of candidates' use of slogans and buzz words. Were they used effectively or not?		
REHEARSED RESPONSES: Examples of candidates' use of prepared phrases or retorts that seem spontaneous. Were they used effectively or not?		
CUTAWAYS: Examples of non-verbal expressions, gesturing, audience reactions seen during debate. Did these images help or hurt the candidates?		
POST DEBATE ANALYSIS: Examples of words/ phrases used by commentators, pundits, others. Did they favor a candidate? Were candidates' statements supported by facts?		

Hwk Discussion on Wiki: Who do you believe won the debate? Cite specific examples from the debate (see your notes above) to support your claim. Explain your opinion in a comprehensive paragraph on the wiki.